

Step 1: Identify Your Unique Expertise

1. I have years of experience in...

2. I have received special training/education in...

3. I consider myself more knowledgeable than an average person in...

4. Past jobs, positions, careers and other businesses I had...

5. I am really good at...

6. I can talk for hours about...

7. I am uniquely gifted/talented/skilled in...

8. I help people by...

9. Some facts that make me, my life, my background and my experience unique:

10. I am an expert in _____

Step 2: Narrow Your Topic

1. What comes easy to you?

2. If you had to speak on stage and give advice related to your business, and you only had 15 minutes to get ready – what would you speak about?

3. What are some basic steps you take all of your clients through?

4. What do you do every day (or on a regular basis) that is working really well?

5. Is there a life-changing breakthrough process that you took yourself (or someone else) through that made a huge difference in your life/relationships/health/business?

6. Write down 5 different ideas for blog topics you could write without doing any research:

7. What is one thing you do in your life or business that people always ask you about? E.g. How do you always look so relaxed? or How do you manage to get so many leads from networking?

8. If your ideal client invested in 1 hour of one-on-one time with you – what questions would you want them to ask you? What would you want work on?

9. What is one common thread you see in your answers?

10. What would you like to focus on with your program?
